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(2710-)
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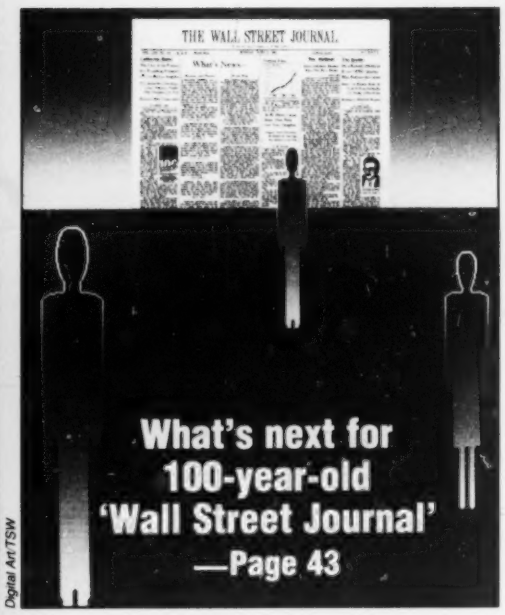
NEWSPAPER

June 19, 1989

Advertising Age

Crain's International Newspaper of Marketing.



Digital Art TSW

CBS inks $270M GM, Toyota deal

By JUDITH GRAHAM

General Motors Corp. and Toyota have inked ad deals with CBS-TV that guarantee category exclusivity on the network's baseball broadcasts for the next four years.

The package is worth about $270 million in ad revenue.

CBS is also trying to sign one or more beer marketers to a similar, estimated $240 million arrangement but has yet to close a deal.

The enormous auto deals are a coup for GM and Toyota Motor Sales USA and the first evidence of CBS' aggressive selling strategy for its baseball broadcasts, which start in 1990. The package includes 12 regular-season games, the all-star game, the two league championships and the World Series.

CBS won the rights to network baseball broadcasts last year with a highly controversial $1.1 billion bid, beating rivals NBC and ABC, which had shared baseball coverage since 1977.

"What makes this [CBS] deal so unusual is that for the first time in recent baseball history, you have only two automotiv advertisers in all the [network televised] events," said an agency executive who asked not to be identified.

GM, the exclusive domestic automaker, agreed to pay roughly $35 million annually, or a total of $140 million, for the four-year CBS package. GM bought eight 30-second units per game.

Toyota, the exclusive importer, paid about $32.5 million annually, or a total of $130 million, for six :30s per game, bringing the auto category up to 14 units

(Continued on Page 74)

Red-hot upfront market could hit $3.7B

By WAYNE WALLEY

Hollywood joined with Detroit last week to ignite upfront sales for the 1989-90 network TV prime-time season, setting off what looks to be a record $3.7 billion take.

Sources said NBC-TV, which hadn't submitted plans or signed any upfront deals by late in the week, would ask for the biggest increases, about 15% more than last year on a cost-per-thousand basis.

ABC-TV and CBS-TV have asked for 9%-to-10% increases in ad time.

The increases come despite a Lintas:USA projection of an 8% prime-time audience loss for adults ages 25 to 54 during the upcoming season.

"A lot of weird stuff is happening this year," said Douglas Seay, VP-director of broadcast programming at Hal Riney & Partners, New York. "If ever there was a time for advertisers to slow down on buying network, it is now because of the pablum programming they're offering. But that's not happening.

"Instead, I've never seen it so strong. Demand for news, prime time, sports, late-night, even daytime looks to be strong."

Cable TV networks are also having a strong upfront season. Advertisers have set aside even more money than they did last year in anticipation of increased demand for cable programs.

Robert Alter, president of the Cabletelevision Advertising Bureau, estimated cable's combined upfront sales will reach $400 million, double last year's total.

Despite advertiser complaints of commercial clutter, zapping and high prices in TV sports, ad time in programs like "NFL Monday Night Football" and the Super Bowl are going the quickest for the Big 3 nets.

General Motors Corp. and Toyota Motor Sales USA already

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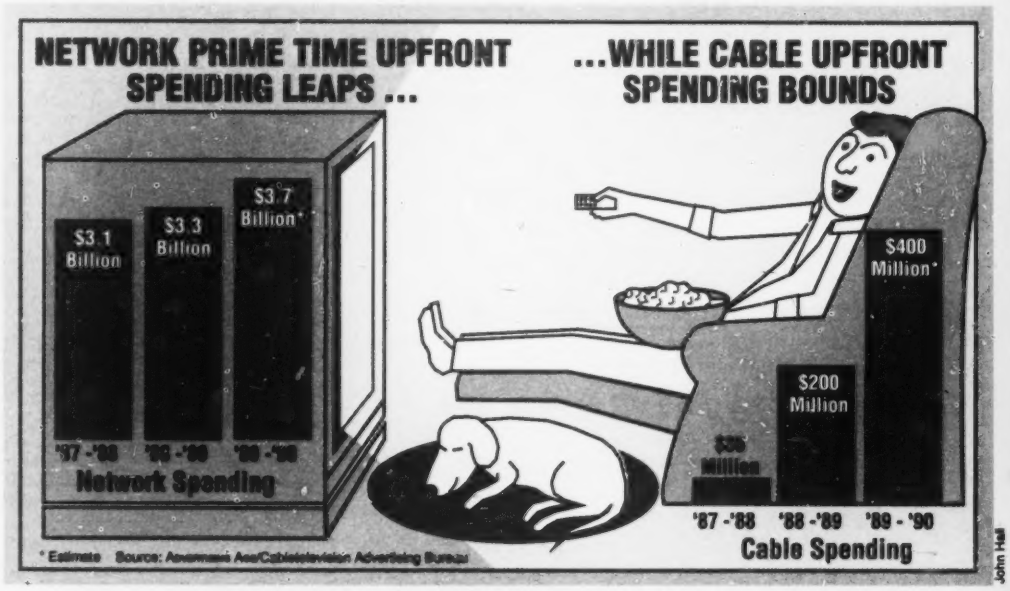

Last Minute News

N.Y. says no to Whittle

ALBANY, N.Y.—The New York State Board of Regents unanimously voted Friday to keep any commercial-supported TV shows out of the state's classrooms. The decision could be a blow to "Channel One," the ad-supported news program for schools that Whittle Communications plans to broadcast nationally. Whittle Chairman Christopher Whittle expressed disappointment but said the decision "will have no effect on our plans. We will move forward as announced. There are 20,000 high schools in America, and we ultimately expect a waiting list of schools."

Sorrell's salary tops $900,000

LONDON—WPP Group Chief Executive Martin Sorrell's 1988 salary was equivalent to $913,545, based on currency exchange rates as of Dec. 31, according to the company's annual report *(see story on Page 28)*. That's a 110% increase from 1987. Separately, Sirius, the WPP unit buying Ogilvy Group, New York, said it has been tendered 14,157,685

(Continued on Page 8)

Not really 'Ready to Roll'

Kraft puzzles over who crashed its minivan promo

By JULIE LIESSE ERICKSON
and IRA TEINOWITZ

Kraft USA executives are still scrambling to figure out who's to blame for its bungled "Ready to Roll" minivan promotion, but other fingers are pointing to Kraft itself and a small promotion company.

Through an incorrectly printed free standing insert, at least 500,000 packages of Kraft Singles American cheese carried winning instead of losing game cards for prizes that initially were supposed to cost Kraft $36,000.

The company now estimates the cost of pulling unpurchased packages off supermarket shelves, canceling the program and paying consolation prizes to angry consumers will reach $3 million to $4 million.

Blame could be pinned on Kraft's own brand-management staff, H. Olsen & Co, a Libertyville, Ill.-based promotion company, or Product Movers, an FSI company owned by Rupert Murdoch's News America Publishing.

Sources say mistakes were made at more than one level, with the biggest burden falling on brand managers in Kraft's refrigerated products division.

The sweepstakes, with a Dodge Caravan minivan as a grand prize, were announced in a June 11 FSI that Product Movers placed in Chicago and Houston newspapers.

Aside from saying "an error in printing was made,"

(Continued on Page 74)

Schweppes seeks new ideas

By PATRICIA WINTERS and JON LAFAYETTE

Cadbury Schweppes has asked three agencies to develop new creative for its Sunkist and Canada Dry brands, worth about $20 million in annual billings.

Sources say Schweppes has asked for concepts from incumbent Wells, Rich, Greene, New York; Ammirati & Puris, agency for the Schweppes brand; and Foote, Cone & Belding, Chicago, Sunkist's agency under previous owner General Cinema.

FCB/Leber Katz Partners, New York, handles Sunkist Fun Fruits, marketed by Thomas J. Lipton Inc., while FCB, Los Angeles, has Sunkist Growers' Sunkist oranges.

Randy Papadellis, VP-marketing for carbonated beverages, declined comment but stressed that Schweppes has no "formal review" going on.

Schweppes regularly solicits opinions about campaigns and creative approaches from its agencies, Mr. Papadellis said.

The marketer is looking for a new twist to advertise its soft drinks, players in a hotly competitive $43 billion industry. Cola giants Coca-Cola Co. and Pepsi-Cola Co. together own 70% of the overall market.

Wells, Rich, Greene scored a major success with its celebrated "cocooning" ads for Canada Dry ginger ale, a strategy credited with rebuilding the brand and ushering in a host of advertising imitators.

The campaign, targeting baby-boomers, repositioned Canada Dry as an adult soft drink for "when your tastes grow up." Schweppes is pursuing that market because boomers consume a lot of soft drinks and because Coca-Cola and Pepsi have yet to target that niche.

Schweppes has no plans to drop the strategy, but a source said Schweppes now wants advertising that also promotes product attributes.

Additionally, the "cocooning" campaign may be getting old.

Canada Dry is the nation's leading ginger ale, but its share in supermarkets was flat at 2.1% for the year ended in April, *Beverage Digest* reported.

Sunkist, meanwhile, has been repositioned against teen-agers as a niche brand. It was recently repackaged, and Schweppes also returned to the old formula that included caffeine (AA, March 13).

Its latest "Drink in the sun" ad effort is reminiscent of the "Good Vibrations" campaign of the early 1980s created by FCB, Chicago.

For the year that ended in April, Sunkist had a 0.6% share of soft-drink supermarket sales, up slightly from a year ago, *Beverage Digest* said.

Sunkist is the nation's third-largest orange soft drink, with 12.8% share of the segment in 1988, behind leading Slice Mandarin Orange from Pepsi and Minute Maid Orange soda from Coca-Cola.

The company claims that although Sunkist's supermarket share may rank No. 3, it's higher in the overall market because of substantial sales in vending machines and other outlets not measured by supermarket scanners.#

Gary Levin contributed to this story.

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Vol. 60, No. 27—ADVERTISING AGE (ISSN 0001-8899) is published weekly except semiweekly the fourth week in March and the fourth week in September at 740 Rush Street, Chicago, Ill. 60611-2590. Second-class postage paid at Chicago and additional mailing offices. Send address changes to ADVERTISING AGE, Circulation Department, 965-E. Jefferson, Detroit, Mich. 48207. $2.00 a copy, $74 a year, $124 two years. Add $115 per year for air delivery to Europe & Middle East. Add $49 for surface mail to all other foreign countries. WILLIAM STRONG, VP-circulation; JOHN HUFFMAN, fulfillment director; DAVE KELLEY, circulation manager. Four weeks' notice required for change of address. Address all subscription correspondence to Circulation Department, Advertising Age, 965 E. Jefferson, Detroit, Mich. 48207. 1-800-992-9970. Microfilm copies are available from University Microfilms, 300 N. Zeeb Rd., Ann Arbor, Mich. 48103. Microfiche copies are available from Bell & Howell, Micro Photo Division, Old Mansfield Rd., Wooster, O. 44691. AD AGE is available for electronic retrieval on the NEXIS® Service, Mead Data Central, Inc., P.O. Box 933, Dayton, O. 45402 (800 227-4908).

ABP MPA

Chips Ahoy! goes pricey

Takes on Pepperidge Farm

By JUDANN DAGNOLI

Nabisco Biscuit Co. is rolling out an upscale version of its Chips Ahoy! cookies in a direct attack on Pepperidge Farm.

TV advertising starts next month for Chips Ahoy! Selections, a thicker, premium cookie with chunks of bittersweet and milk chocolate.

Chips Ahoy! Selections is Nabisco's answer to Pepperidge Farm's American Collection cookies, a five-item line of premium cookies that has been a big success for that subsidiary of Campbell Soup Co.

Campbell says the "lumpy, bumpy" American Collection line now accounts for 14% of Pepperidge Farm's cookie business. Campbell USA President Herb Baum said the line is Pepperidge Farm's "most successful new product to date."

Chips Ahoy! Selections is a major departure for Nabisco, which leads the $3.2 billion market with a 36.7% share. Nabisco has until now steered clear of adult-oriented gourmet cookies, preferring to concentrate on mass-market offerings.

Yet, the company seems to be hedging its bets by introducing the line under its established Chips Ahoy! brand, the second-largest-selling cookie in the U.S. The No. 1 spot is held by Nabisco's Oreo.

Considered the master of the line extension, Nabisco has four other versions of Chips Ahoy!—original, Chips Ahoy! Stripes, Chewy Chips Ahoy! and Chunky Chips Ahoy!

Nabisco spent $10.5 million advertising its Chips Ahoy! line last year, according to LNA/BAR Multi-Media Service.

Advertising for the new Chips Ahoy! Selections is themed "Dangerously delicious cookies." FCB/Leber Katz Partners, New York, is the agency.

The new Nabisco line will be priced lower than Pepperidge Farm's American Collection line. The three varieties, Chunky Chocolate Chip, Chocolate Chocolate Chunk and Chocolate Chunk Pecan, are priced at $2.89 for a 12.5-ounce package, compared with American Collection's suggested retail price of $2.09 for a 6-ounce package.

Despite American Collection's success, Pepperidge Farm still lags well behind Nabisco and No. 2 Keebler Co. in the cookie category. Keebler's cookie share is 15.2%, Pepperidge Farm is No. 3 with 6% and Sunshine Biscuits is No. 4 with 5%.#

Eurocom craves control of WCRS

By PETER S. GREEN

PARIS—Eurocom is trying to buy a major global network and is hungry for a controlling interest in London-based WCRS Worldwide.

It would like to buy a majority stake in WCRS' U.S., U.K. and Asia operations but so far has been rebuffed. Eurocom already owns a 20% stake, as well as 51% of its European partnership with WCRS.

"We'd like to [buy them], but they say, 'No,'" said Pierre de Plas, Eurocom VP in charge of the European WCRS partnership.

Talks are still ongoing, however.

WCRS Group last week said in a memo to employees that it's holding discussions with Eurocom about how to become one of the world's top 10 agency groups. WCRS Worldwide now ranks No. 16.

Eurocom, part-owned by communications giant Havas, is also one of the three partners in HDM with Tokyo-based Dentsu and New York-based Young & Rubicam.

Eurocom's "destiny is not tied to that of our [present] partners," said Alain de Pouzilhac, Eurocom chairman, though he added, "There is no questioning our commitment to HDM. There is no questioning our commitment to WCRS."

Mr. de Pouzilhac said talks with potential partners to form a third

(Continued on Page 75)

Doyle Graf Raj's future crumbles as clients flee

By JON LAFAYETTE

NEW YORK—The future of Doyle Graf Raj was all but doomed last week as most of its clients left or put their accounts up for review.

Their actions followed a canceled management buyout and a walkout by senior executives—Creative Director Robin Raj, Managing Director Tom Carroll and Planning Director Adam Stagliano.

Four clients, representing more than $10 million in billings, have settled at Graf Bertel Dominique, a shop established last week by former Doyle Graf Raj Chairman Hubert Graf. The clients are Swissair, Swissotel, Natori and Wines of Spain.

Kobrand Corp. fired Doyle Graf Raj last week. "There's no one left," said Cathleen Burke, Kobrand marketing director. "... It's a shell."

Haagen-Dazs Co. and Steuben Glass put their accounts up for review. Olivetti, another client, refused to comment on its status.

Earlier this year, the shop reported billings of $40 million.

Two weeks ago, J.P. Morgan & Co. fired Doyle Graf Raj and retained Canter, Achenbaum, Associates to conduct a search for a replacement on its $8 million-to-$10 million account.

William Doyle, president of the agency, declined to comment on the status of his depleted shop. Mr. Doyle had expected to secure an agreement to sell the agency last week; now he's trying to unload the agency's lease on expensive office space in Saatchi & Saatchi Advertising's headquarters here.

One agency, Messner Vetere Berger Carey Schmetterer, said it was negotiating with Mr. Doyle to take over the lease.

Taking the space and building offices in Saatchi's headquarters a year ago had put the agency in debt. One of its lenders, Hong Kong-based investment company First Pacific, had played a growing role in managing the agency, sources said. The financial problems contributed to Mr. Doyle's attempts to sell the shop.

Sources say more than a dozen staffers have been laid off in the past month.

Messrs. Raj, Carroll and Stagliano had agreed to head a management buyout of the agency from Mr. Doyle, but instead have left to

(Continued on Page 73)

Day out, Day in . . .

Day back again to help Keye agency

By RUTH STROUD

LOS ANGELES—Guy Day is back in the ad business.

This time, however, he's not returning to Chiat/Day, the Venice, Calif.-based agency he co-founded and left twice, most recently in 1986. Mr. Day last week joined Keye/Donna/Pearlstein in the new post of vice chairman.

In some ways, his role eerily parallels his duties at Chiat/Day when he returned there in 1982 as a sort of "free-lance president" after a five-year hiatus.

Mr. Day, 56, said his primary duties will be attracting new business and acting as a "cheerleader" for K/D/P on the West Coast, as President-CEO Leonard Pearlstein rides herd at the newly established New York office.

Mr. Day rejoined Chiat/Day at a similar crossroad, overseeing West Coast operations while Chairman Jay Chiat forged a presence in the East.

Despite K/D/P's recent troubles, particularly the possible loss of American Suzuki Motor Corp.'s automotive division (AA, May 29), Mr. Day doesn't view the agency as a sinking ship or himself as the lifeboat.

"I think it can be turned around, and I can help," he said. "I'm not going in as any kind of savior."

Mr. Pearlstein rejected the idea that the agency is in trouble and that Mr. Day's appointment is related to the Suzuki account.

"We've been informally working together since last summer," he said.

The Suzuki problem is "a leak in the bucket" and had no bearing on the timing of Mr. Day's arrival, Mr. Pearlstein said, adding, "We just finally got around to doing it."

G. Day

By some estimates, the Suzuki account at one time passed $45 million, including dealer association spending. But the factory budget reportedly has dropped to as low as $15 million. It's unclear whether the incumbent will choose to participate in the review.

Even if K/D/P does lose Suzuki, its largest account, Mr. Day said the agency's situation is better than Chiat/Day's was when he returned in 1982.

At that point, he said, Chiat/Day's top four West Coast accounts were either in jeopardy or chopping their ad budgets.

"My core philosophy is to add new accounts faster than you lose the old ones," Mr. Day said.

Mr. Day isn't a K/D/P stockholder and won't have his name on the door. "I've done all that," he said. "I just want to go to work."

He's spent the past three years writing; a mystery novel is now in an agent's hands.

At K/D/P, Mr. Day rejoins old friends Paul Keye, chairman and creative director, and Mario Donna, partner.

All three were colleagues at Faust/Day, which later merged with Jay Chiat & Associates.#

Cleveland Horton contributed to this story.

Ogilvy's loss of Berry is another shop's gain

By GARY LEVIN

NEW YORK—The departure of Norman C. Berry as president-creative of Ogilvy & Mather Worldwide is a symbolic loss that could have long-term impact on the agency's creative operation.

Mr. Berry, 57, resigned after he resisted pressure to relinquish his role as creative head here and concentrate solely on his duties as worldwide creative director. His resignation, announced last week, takes effect June 30.

But that job was "not hands-on developing work in the agency," Mr. Berry said. "I like the business of creating advertising, and if I'm not going to do that it doesn't make much sense" to remain.

Mr. Berry said he'd seek employment at another New York agency after a brief vacation.

His respite will be aided by $1.95 million in "golden parachute" payments—equal to three times his $650,000 salary—triggered by WPP Group's takeover of Ogilvy Group and an "impairment or adverse change in his working conditions," according to company documents.

As of March 1, he also owned 33,396 shares of Ogilvy stock, for which he will be paid an additional $1.8 million under terms of the WPP buyout.

In filling the void, the agency said it will temporarily parcel out Mr. Berry's administrative duties among eight senior VP-creative directors who reported to him. It might move one of those executives to the top creative spot.

N. Berry

But O&M insiders believe that's unlikely; they expect a big-name talent from another agency to be hired.

The worldwide creative director role will be more difficult to fill, agency executives say, because Mr. Berry had an inspirational role to creative people and was seen as a "marquee figurehead" able to help cement O&M's creative reputation to clients and worldwide employees.

One option is to expand the number of regional creative directors around the world. Earlier this year, Luis Bassat, president of Bassat, Ogilvy & Mather in Barcelona, was named the agency's first pan-European creative director.

Late last year, Mr. Berry was asked to help replace himself as New York creative chief, a request that he declined to fulfill, the agency said. He also was stripped of his New York ceo title at that time. The job went to Mike Lesser, the former chairman-ceo of Lowe Marschalk, effective May 1.

Recently, Mr. Berry led the agency's unsuccessful pitch to keep the $50 million Maxwell House coffee account that went to D'Arcy Masius Benton & Bowles after nearly 30 years at O&M. The agency also lost the $40 million Hallmark Cards account to Leo Burnett USA, Chicago, earlier this year.

Mr. Lesser said he doesn't fault Mr. Berry for the agency's losses.

"I don't think anybody's looking to cast blame," he said. "I think

(Continued on page 78)

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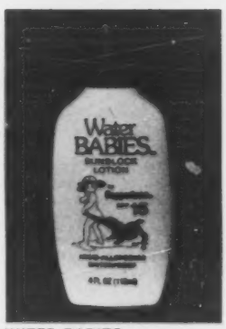

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CORRECTIONS & CLARIFICATIONS

- Director Jeff Gorman of Johns & Gorman Films, Los Angeles, was misidentified in an "Ad Review" (AA, June 12, P. 78).
- The name of one of the new executives joining D'Arcy Masius Benton & Bowles was published incorrectly (AA, June 12, P. 64.) His name is David Hale.
- Nabisco Brands' A-1 sauce leads the steak sauce category with a 60% volume share, according to Arbitron/SAMI figures (AA, June 5, P. 69). Arbitron/SAMI figures show Heinz 57 Sauce in second place with a 25% volume share.
- Dentsu wasn't approached by Beijing Advertising & Art Corp. about lighted outdoor boards, but other Japanese agencies were (AA, June 5, P. 8).
- Saatchi & Saatchi Co.'s Backer Spielvogel Bates Worldwide is the unit that holds equity in Diamond Advertising, Seoul, not Saatchi & Saatchi Advertising (AA, May 29, P. 45). Also, the amount of equity held is 10%. Saatchi & Saatchi Advertising has a non-equity relationship with another South Korean agency, IMC.
- Corrections to the May 15 "Special Report" on direct marketing: Eric Mower & Associates, New York, should have been ranked by its $2.1 million volume in direct-mail billings rather than $50.5 million, its total volume (P. S-2); the title of largest independent direct-response agency belongs to Direct Marketing Group, New York, with $136.7 million in 1988 direct-response billings, not Barry Blau & Partners, with $85.3 million in billings (P. S-1).#

Listen To Me!

by Raul DelGato

Captive Solicitation

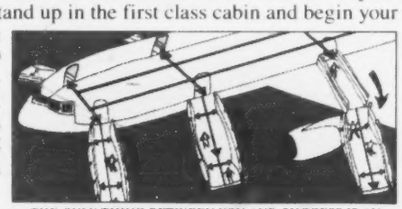
How many times have you found yourself in this situation? You're in a prospect's office, coming to the really impressive part of your pitch, when all of a sudden, the phone rings –or they start singing *Happy Birthday* down the hall–or the building holds the third fire drill of the day. How **frustrated** do you feel when you can't get your prospect's full attention? Well, I have a way to **ELIMINATE THESE PROBLEMS ONCE AND FOR ALL!**

LISTEN TO ME! I know what I'm talking about. With my plan you can SELL ANYTHING YOU WANT! It's called CAPTIVE SOLICITATION, and here it is in a nutshell: **The best place to make any presentation is in an environment where your prospect has ABSOLUTELY NO CHANCE OF ESCAPE.** A carefully executed research program revealed the following choice locations:

LEAVE-BEHINDS... WHERE THEY MATTER MOST

- **Airliners** *(First class cabin preferable.)*
- **Stuck elevators**
- **Bathroom stalls**
- **Express commuter trains** *(Solicitation on locals didn't pan out. During the test-run everybody leaped off the train in Scarsdale.)*

The real brilliance behind this concept is that in most of these places you'll find many, many prospects all in one place at the same time. Consider the average scheduled airline flight. What a prime audience for new-business pitches: Corporate VPs, CEOs, CFOs–all with not much to do and no way to escape. When you stand up in the first class cabin and begin your spiel, the question isn't "HOW GOOD IS MY PRESENTATION?" Rather, the question is **"WHERE ARE THEY GONNA GO?"**



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LISTEN TO ME, don't schedule one more sales call! DON'T PLAN ONE MORE PRESENTATION! Don't do anything until you've found yourself a **CAPTIVE** audience! Unless, of course, you're talking about buying time on TV. In that case, you only have to look as far as **NICK AT NITE.** Aside from actually binding and gagging people, **NICK AT NITE** has about the most captive audience you'll find anywhere. But remember, if you're not on **NICK AT NITE,** then you must expand your efforts.

THINK BIG! Assign your salesmen ELEVATOR TERRITORIES (e.g. Floors 9 thru 45). They'll get out those pie charts, those transparencies, those bullet points at the first sign of a stall! BELIEVE ME, you'll find that those trapped Type-A personality business execs will be grateful for something to do. **And always, ALWAYS, have leave-behinds handy.** Just the other day, I tested the concept in a FORTUNE 500 executive washroom and was pleased to find that my audience actually pleaded for something to read!

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*ESPN, USA, TBS, LIE AEN, FAM, DIS, TNN; M-S 8P-1A; % composition on a base of persons 18+.

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Time Inc. titles post big gains in pages

By PATRICK REILLY

Despite merger and acquisition interruptions at Time Inc., its flagship magazine is off to a rousing start in 1989.

A survey of consumer magazine advertising performance based on Publishers Information Bureau figures for the first five months of 1989 shows the newsweekly *Time* with a total of 1,148 ad pages, a 12.2% increase from the same period in 1988.

Time's gains can be attributed, at least in part, to the success of the Max-Plan, Time Inc.'s corporate ad incentive package. Time Inc.'s *People*, also a pillar of the Max-Plan, totaled 1,588 ad pages, a 9.7% increase from last year.

Rival newsweeklies showed more modest gains: *Newsweek*, with 1,027 ad pages, a 2% increase, and *U.S. News & World Report*, with 792 pages, a 5.7% increase.

Possibly the most disappointing performance among the largest consumer magazines was turned in by *TV Guide*. At a time when it's pushing for a rebound in circulation, especially at supermarket checkouts, ad pages fell to 1,463, a 7.5% drop from the first five months of 1988.

After enduring the fallout in financial and business-related ad spending last year, both *Business Week* and *Forbes* have had strong starts in 1989. *Business Week* was up 2.9% to 1,785 ad pages, while *Forbes* had 1,397 pages, a 6.6% increase.

Time Inc.'s *Fortune*, another Max-Plan title, continues on a roll in 1989 following a strong performance last year; for the first five months it had 1,218 ad pages, a 6% increase.

The battle of women's fashion

(Continued on Page 78)

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ALADDIN LITHO INC

MAGAZINE AD-PAGE LEADERS

Publishers Information Bureau figures for January through May.

Rank	Magazine	Pages	% chg
1	Business Week	1,785.54	2.9
2	People	1,588.01	9.7
3	TV Guide	1,462.93	(7.5)
4	Forbes	1,397.50	6.6
5	Vogue	1,360.42	5.4
6	Sports Illustrated	1,277.21	(0.9)
7	Bride's	1,227.12	13.8
8	New York Magazine	1,224.45	(3.1)
9	Fortune	1,218.32	6.0
10	Time	1,148.06	12.2
11	Newsweek	1,027.88	2.0
12	Cosmopolitan	1,001.83	3.6
13	Modern Bride	972.05	15.5
14	Economist	942.22	(0.3)
15	Elle	921.84	3.9
16	New Yorker	855.05	(10.0)
17	GQ	835.70	8.3
18	Glamour	834.69	(1.8)
19	Family Circle	808.72	17.2
20	U.S. News & World Report	791.65	5.7
21	Woman's Day	777.82	14.6
22	Entrepreneur	766.81	52.0
23	Rolling Stone	764.44	8.7
24	Architectural Digest	763.79	2.2
25	American Way	741.40	6.7
26	Yachting	711.50	(7.6)
27	Mademoiselle	692.15	(2.6)
28	Sunset	690.63	(4.7)
29	Golf	678.05	32.8
30	Muscle & Fitness	677.86	2.6
31	Travel & Leisure	674.04	14.4
32	Ladies' Home Journal	653.18	24.8
33	Town & Country	644.93	(1.4)
34	W	634.91	4.1
35	Good Housekeeping	625.34	(0.2)
36	Golf Digest	611.03	2.3
37	Better Homes & Gardens	599.66	3.1
38	Southern Living	594.95	(8.0)
39	Parents	590.77	13.9
40	Harper's Bazaar	572.85	0.6
41	Skin Diver	572.66	1.0
42	Self	570.68	10.4
43	Seventeen	559.88	(1.4)
44	Vanity Fair	541.45	32.0
45	Metropolitan Home	539.64	18.9
46	Bicycling	531.69	1.4
47	Texas Monthly	528.77	1.1
48	San Francisco Focus	519.01	16.7
49	Car & Driver	518.48	(6.4)
50	Money	513.41	(13.8)
51	Ebony	509.68	0.1
52	Esquire	496.67	21.8
53	Gourmet	495.47	(2.7)
54	Country Living	490.10	11.2
55	Road & Track	490.08	(4.9)
56	Jet	482.95	(10.4)
57	Inc.	479.83	13.1
58	Bassmaster	475.04	(4.7)
59	Hot Rod	472.46	(2.6)
60	McCall's	468.09	22.5
61	Redbook	463.92	(8.2)
62	Outdoor Life	463.73	5.6
63	Reader's Digest	458.74	(15.2)
64	New Woman	455.46	5.9
65	Popular Science	451.04	24.8
66	Field & Stream	450.75	(7.1)
67	Working Woman	447.70	1.1
68	Motor Trend	442.85	1.4
69	Popular Mechanics	440.99	2.2
70	Smithsonian	430.67	(5.6)
71	Bon Appetit	402.04	2.8
72	Popular Photography	400.18	0.6
73	Connoisseur	399.31	(8.9)
74	Four Wheeler	397.03	(7.1)
75	Conde Nast Traveler	389.86	56.4
76	Essence	388.39	3.2
77	Delta Sky	385.52	(6.0)
78	House & Garden	382.88	(17.8)
79	Working Mother	369.41	10.3
80	Sports Afield	361.39	(19.1)
81	Life	355.30	39.4
82	Art & Antiques	348.71	2.5
83	Black Enterprise	338.84	4.5
84	M—The Civilized Man	337.12	(1.5)
85	Ski	336.42	13.6
86	Tennis	332.05	(16.8)
87	House Beautiful	331.89	(5.1)
88	Shape Magazine	331.83	(20.8)
89	Southern Accents	330.61	(0.5)
90	Financial World	329.44	(1.1)
91	Yankee	323.33	(18.5)
92	American Health	319.88	6.6
93	Playboy	315.72	24.5
94	National Journal	312.04	(9.4)
95	US	303.08	18.3
96	Omni	301.59	0.7
97	Home	301.01	(6.6)
98	Food & Wine	300.44	12.8
99	Spectrum	298.07	(2.8)
100	California	296.93	(5.8)

Notes: Percent change is computed from January through May 1988 pages by PIB.
Source: Publishers Information Bureau

May consumer magazine ad linage

	Current month		Year-to-date	
	1989	1988	1989	1988
■ Auto/cycle/rec. vehicles				
AutoWeek (52X)	210.9	229.3	762.7	831.8
Car & Driver	125.9	122.3	534.5	553.7
Car Collector & Car Classics	16.5	18.2	84.2	86.3
Car Craft	88.2	108.5	358.2	396.3
Circle Track	106.7	111.5	446.7	428.8
Cycle	63.4	60.6	221.7	238.4
Cycle World	63.1	61.7	227.0	251.2
Dirt Rider	36.2	45.3	163.2	196.6
Dune Buggies & Hot VWs	68.4	81.0	338.0	362.2
Family Motor Coaching	196.9	161.9	922.1	872.3
4 Wheel & Off-Road	99.3	100.4	398.6	408.4
Four Wheeler	92.0	102.0	398.3	426.0
Hot Rod	121.4	141.4	468.2	479.1
Motorcyclist	56.8	70.8	228.4	252.1
Motor Trend	128.9	101.4	442.3	434.7
Motorhome	97.1	100.1	473.3	437.6
Rider	45.3	60.7	186.8	213.8
Road & Track	130.7	109.7	518.7	544.7
Trailblazer	58.0	55.3	289.0	260.3
Trailer Life	112.8	105.0	490.9	465.0
Total Group	**1,918.5**	**1,947.0**	**7,952.8**	**8,139.3**
% change	**-1.5%**		**-2.3%**	
■ Boating & yachting				
Boating	151.5	148.5	863.8	912.3
Chesapeake Bay	59.3	59.9	259.2	242.4
Cruising World	115.4	114.9	603.8	596.5
Lakeland Boating (11X)	105.6	91.0	505.6	445.9
Motor Boating & Sailing	152.0	158.6	855.4	894.7
Sail	117.5	112.7	614.8	543.0
Trailer Boats (11X)	85.9	80.6	441.4	394.2
Western Boatman (6X)	50.3	55.9	152.1	165.5
Yachting	124.7	135.4	696.1	764.9
Total Group	**962.3**	**957.5**	**4,992.1**	**4,959.5**
% change	**0.5%**		**0.7%**	
■ Civic/fraternal				
American Legion	29.2	32.8	178.4	178.2
Elk (10X)	10.9	16.7	75.7	87.6
Kiwanis	17.2	11.8	78.4	66.9
Lion (10X)	3.8	5.7	25.7	62.0
Rotarian	12.1	14.9	64.6	82.5
V.F.W. (11X)	22.8	26.3	147.1	153.8
Total Group	**96.0**	**108.2**	**569.8**	**631.0**
% change	**-11.3%**		**-9.7%**	
■ General				
American Health (10X)	63.3	80.3	319.6	300.8
American Heritage (8X)	48.4	39.7	174.8	142.8
American West (6X)	—	—	74.5	80.5
Art & Antiques	91.9	73.3	351.3	73.3
The Atlantic A.	48.4	77.1	272.6	278.6
Bon Appetit A.	85.8	95.2	396.7	386.9
Cable Guide	40.7	40.3	178.6	165.0
Changing Times	49.4	58.1	278.1	305.7
Children	47.2	28.1	126.8	75.3
Conde Nast's Traveler	76.7	55.8	388.6	246.7
Connoisseur	95.3	121.2	399.1	436.6
Consumers Digest (6X)	27.1	24.7	74.7	68.0
Ebony	128.4	123.5	509.3	509.0
European Travel & Life	51.7	54.2	200.7	186.3
Food & Wine	68.6	70.4	307.9	266.4
Golden Years (6X)	—	—	112.8	171.2
Gourmet	121.9	125.9	459.2	507.8
Harper's Magazine A.	25.7	44.0	162.3	170.6
Harrowsmith (6X)	68.7	51.8	192.5	176.0
Islands (6X)	76.2	63.3	196.9	130.9
Let's Live	45.0	54.0	235.0	263.0
Life	74.0	66.0	356.5	254.8
Modern Maturity (6X)	—	—	81.8	74.9
Money	109.3	133.9	507.9	596.6
Money Maker	—	—	9.2	15.3
Mother Earth News	79.5	65.2	251.3	225.8
National Geographic	24.4	23.9	115.2	127.3
National Geographic Traveler (4X)	42.2	—	108.4	43.0
Natural History	30.4	35.9	223.2	198.9
New Choices	31.4	26.3	179.2	165.9
Prevention	59.3	55.2	285.3	294.6
Psychology Today	33.0	26.5	149.8	122.7
Reader's Digest A.	118.8	140.8	468.0	549.4
Saturday Evening Post (9X)	42.9	40.7	177.8	150.5
Smithsonian	80.7	81.9	435.4	540.4
Town & Country	159.7	142.2	642.6	653.3
Travel-Holiday	53.2	41.1	244.9	214.0
Travel & Leisure	130.6	145.9	674.1	588.2
Travelhost	1,306.0	1,293.0	6,237.0	6,071.0
Vanity Fair	127.6	104.4	538.6	408.5
Writer's Digest	30.3	33.2	131.3	146.3
Yankee	61.2	64.2	364.8	467.3
Total Group	**3,854.7**	**3,801.0**	**17,594.3**	**16,849.7**
% change	**1.4%**		**4.4%**	
■ Home				
Americana (6X)	17.7	14.3	63.4	51.8
Architectural Digest A.	213.8	190.3	762.5	747.0
Better Homes & Gardens	141.4	155.2	592.7	576.5
Colonial Homes (6X)	58.3	68.3	179.3	178.1
Columbus Monthly-Homes (4X)	—	—	60.9	79.5
Cooking Light	41.4	35.7	154.1	106.8
Country Home (6X)	66.6	52.9	223.4	155.6
Country Living	105.6	104.0	489.4	442.0
Family Handyman (10X) A.	59.9	72.5	232.3	271.1
Florida Home & Garden	75.5	63.2	443.4	287.2
Flower & Garden (6X)	34.1	—	144.7	101.9
Home	60.7	65.5	300.7	321.8
Home Mechanics	58.9	75.9	270.2	275.2
The Homeowner (10X)	36.0	35.1	150.1	156.0
Horticulture	43.7	42.7	221.0	227.1
House Beautiful	74.5	93.1	331.5	349.0
House & Garden	99.9	130.1	383.0	464.6
Metropolis	106.8	96.6	307.4	271.7
Metropolitan Home	152.2	94.4	538.7	452.7
Midwest Living	71.1	57.3	207.7	162.3
1,001 Home Ideas	62.4	65.2	292.4	265.8
Organic Gardening	32.9	41.9	229.8	282.7
Phoenix Home/Garden	72.5	72.7	371.7	398.3
Practical Homeowner (9X)	32.1	46.0	131.0	229.3
San Diego Home/Garden	120.4	118.7	385.7	376.0
Southern Accents (6X)	133.9	131.6	335.1	339.0
Southern Living	124.6	167.3	604.7	657.6
Sunset Magazine A.	165.3	163.1	615.7	662.6
Workbench (6X)	44.2	36.5	136.7	128.3
Total Group	**2,306.2**	**2,290.0**	**9,159.1**	**9,017.5**
% change	**0.7%**		**1.6%**	
■ In-flight & other passenger				
Aboard Group (6X)	37.2	33.4	108.3	93.6
Alaska Airlines	60.0	55.6	298.6	279.4
America West Airlines	66.0	81.0	325.2	324.8
American Way (24X)	143.3	157.9	701.2	666.1
East/West Network:				
Continental Profiles	59.1	55.0	311.5	266.6
Eastern Review	62.8	70.4	265.9	369.3
Northwest	56.8	44.0	266.2	203.5
Pan Am Clipper	50.1	49.9	233.7	216.4
Southwest Spirit	63.8	60.1	334.4	309.9
TWA Ambassador	53.0	46.8	334.4	309.9
Vis 'A Vis	84.0	82.0	431.4	357.6
Halsey Publication: Delta Sky	79.5	83.7	404.4	409.2
Pace Communications:				
Braniff Magazine	23.5	—	187.7	—
US Air Magazine	69.9	61.8	280.2	326.7
Spirit of Aloha (6X)	22.4	20.6	118.8	102.2
Total Group	**894.1**	**868.8**	**4,564.6**	**4,201.8**
% change	**2.9%**		**8.6%**	
■ Men's				
Esquire A.	117.0	101.3	527.5	428.8
Firehouse Magazine	37.5	41.0	182.2	202.3
Gentlemen's Quarterly A.	169.6	155.1	834.8	767.2
M Magazine	43.7	54.0	335.7	344.0
Muscle & Fitness	134.5	118.5	570.3	599.1
Penthouse A.	49.9	40.3	243.3	217.9
Playboy A.	71.1	53.5	318.3	248.7
Salute (10X)	30.5	22.9	108.8	107.0
Total Group	**653.8**	**586.6**	**3,120.9**	**2,915.0**
% change	**11.4%**		**7.1%**	
■ Metropolitan				
Aloha	52.7	25.2	112.5	79.6
Atlanta	71.3	85.3	316.0	334.3
Baltimore	89.3	88.6	342.4	334.6
Boston	138.4	160.8	662.1	719.6
California	69.8	72.3	306.6	315.1
Chicago	128.0	106.0	562.3	506.4
Chicago's North Shore	115.8	93.3	500.4	440.4
Cincinnati	41.9	53.0	232.2	235.8
Cleveland	74.9	69.5	278.8	292.5
Columbus Monthly	59.0	74.3	329.7	344.4
Connecticut	102.3	113.0	513.4	511.5
D/Magazine	70.7	78.3	348.9	423.8
Denver	32.2	40.0	131.7	177.7
Detroit Monthly	51.9	91.4	288.9	398.2
Grand Rapids	32.7	39.7	170.0	180.5
Gulfshore Life (10X)	81.3	58.0	559.6	452.0
Honolulu	54.9	63.8	249.9	292.9
Houston Metropolitan Mag.	87.6	66.2	381.7	316.6
Inside Chicago (6X)	45.5	38.3	124.2	103.8
Los Angeles	180.9	179.8	756.5	719.7
Louisiana Life	34.2	42.2	99.7	98.1
Madison	46.0	45.0	208.0	215.2
Memphis	68.0	95.0	326.0	385.0
Mid Atlantic Country	50.6	46.8	191.6	155.7
Milwaukee	64.0	62.5	270.8	276.9
Minneapolis/St. Paul	107.6	103.2	542.9	488.8
Minnesota Monthly Mag.	52.9	45.3	227.2	196.2
Nashville	52.0	53.0	284.0	231.0
New England Monthly	51.1	59.0	255.5	237.8
New Jersey Monthly	100.3	105.9	442.7	482.7
New Mexico	44.0	32.9	222.2	192.4
Ohio	65.9	71.8	253.1	263.3
Orlando	97.6	78.7	477.9	443.8
Palm Beach Life	47.3	35.8	434.8	390.8
Palm Springs Life	102.7	109.0	718.5	658.4
Philadelphia	136.9	150.2	676.5	706.3
Phoenix	46.9	62.1	266.9	296.8
Pittsburgh	63.3	66.0	302.5	335.7
Rhode Island Monthly	61.1	44.8	256.0	44.8
Sacramento Magazine	52.0	74.0	262.0	287.0
St. Louis	39.1	64.8	208.2	255.3
San Diego	149.4	160.7	647.2	752.3
San Francisco Focus	124.9	112.5	519.3	446.1
South Florida Magazine	95.0	85.0	569.9	468.1
Texas Monthly	127.1	103.7	475.1	465.1
Ultra	42.2	26.4	223.2	120.7
The Virginian (6X)	56.1	60.3	174.9	179.8
Washington (7X)	88.0	94.0	233.0	215.6
The Washingtonian	181.0	190.0	844.2	774.1
Total Group	**3,828.0**	**3,877.4**	**17,781.7**	**17,243.0**
% change	**-1.3%**		**3.1%**	
■ Music/entertainment				
Audio	97.2	83.6	455.7	408.1
Dance Magazine	66.8	70.7	303.7	309.2
Playbill	55.0	76.0	254.1	255.6
Total Group	**218.9**	**230.4**	**1,013.4**	**973.0**
% change	**-5.0%**		**4.2%**	
■ Outdoor & sport				
Alaska	43.7	32.1	212.8	195.3
The American Handgunner (6X)	35.0	38.0	179.0	172.0
American Hunter	14.4	28.1	83.5	105.2
American Rifleman	18.1	21.5	106.6	119.6
Backpacker (6X)	—	—	69.1	64.9
Bass Master (10X) A.	69.6	80.8	464.4	483.1
Bicycling (9X)	150.4	154.7	530.2	519.1
Cross Country Skier	—	—	87.4	97.5
Ducks Unlimited (6X)	22.0	26.6	80.7	69.8
Field & Stream	93.2	92.6	430.5	499.7
Fishing World (6X)	38.9	41.1	147.1	152.5
Florida Sportsman	130.4	126.7	738.4	760.7
Golf Digest	131.8	124.2	656.6	597.6
Golf Illustrated	46.2	33.2	301.2	175.3
Golf Magazine	117.9	82.6	679.0	594.8
Gun Dog (6X)	37.3	34.4	125.5	99.7
Guns	50.0	50.0	155.0	148.0
Guns & Ammo	36.9	37.8	218.2	226.2
In-Fisherman (6X)	48.9	145.0	314.4	283.0
Outdoor Life	102.1	104.5	465.0	439.0
Outside Magazine	88.3	83.8	326.1	293.3
Petersen's Hunting	35.2	44.5	196.6	224.7
Runner's World (12X)	45.7	35.0	187.8	173.9
Salt Water Sportsman	114.8	116.2	711.4	688.6
Shooting Times	24.9	31.2	154.4	160.1
Sierra (6X)	47.4	53.2	144.3	135.9
Ski (8X) A.	—	—	341.6	293.4
Skiing (7X) A.	—	—	218.7	263.1
Skin Diver	131.6	126.8	572.8	566.7
Southern Outdoors (9X)	33.7	55.8	296.4	343.8
Southern Saltwater (6X)	53.6	37.5	288.2	208.9
Sport Magazine	35.9	34.5	172.3	186.7
Sports Afield	54.0	101.2	348.0	435.3
Tennis	80.0	109.8	334.4	398.9
Waterski (9X)	86.2	80.0	353.5	304.0
Western Outdoors (10X)	37.7	39.7	220.1	247.8
Wildfowl (6X)	—	—	32.3	29.2
WindRider (8X)	69.6	58.3	174.4	164.7
Wing & Shot (6X)	12.5	13.0	44.0	41.2
World Tennis	48.4	52.4	246.1	300.8
Total Group	**2,186.1**	**2,326.7**	**11,407.8**	**11,263.8**
% change	**-6.0%**		**1.3%**	
■ Photography				
American Photographer	35.5	27.5	163.9	145.6
Petersen's Photographic	36.8	30.1	143.7	126.1
Popular Photography	81.0	83.9	407.8	404.6
Total Group	**153.3**	**141.5**	**715.4**	**676.3**
% change	**8.3%**		**5.8%**	
■ Science/electronic/mech				
Discover	39.0	28.7	203.3	186.3
Home Office Computing	49.8	43.3	229.1	219.6
Omni	56.6	70.1	301.0	300.0
Personal Computing	152.0	195.1	852.3	1,137.6
Popular Mechanics	133.8	101.7	442.5	470.9
Popular Science	110.7	82.4	452.4	362.7
Scientific American	48.0	36.6	207.9	190.2
Spectrum	60.8	58.8	311.1	313.0
Total Group	**650.7**	**616.7**	**2,999.5**	**3,180.2**
% change	**5.5%**		**-5.7%**	
■ Woman/fashion/service				
Beauty Digest (6X)	—	—	40.7	36.7
Bride's Magazine (6X) A.	—	—	1,230.0	1,075.6
Cosmopolitan A.	272.0	261.3	1,000.2	975.6
Elle Magazine	192.3	184.2	895.5	874.7
Essence	84.4	93.8	383.7	369.0
Family Circle (17X) A.	155.2	123.4	808.7	689.8
Glamour	203.1	179.1	841.3	845.0
Good Housekeeping A.	150.8	154.2	626.5	628.2
Harper's Bazaar	105.9	94.9	577.8	568.7
Health	37.7	42.4	161.5	198.0
Images	124.2	101.3	420.3	356.9
Ladies' Home Journal	165.9	110.5	655.5	527.9
Mademoiselle	166.6	184.0	691.2	705.9
McCall's	122.4	73.0	466.9	382.1
Military Lifestyle (10X)	81.7	94.2	249.3	259.2
Modern Bride (6X)	359.2	297.1	986.6	852.9
Ms.	34.8	36.3	172.8	156.3
New Woman	108.9	99.3	455.4	429.9
Parents Magazine A.	140.3	125.0	576.1	504.6
Redbook	113.3	107.1	472.6	500.4
Savvy	57.8	43.6	253.1	218.9
Self	147.2	135.8	572.1	519.9
Seventeen	125.0	119.1	560.8	569.2
Shape	76.0	73.0	—	—
Soap Opera Digest (26X)	52.5	24.6	195.0	118.5
Soap Opera Update	9.0	17.0	47.0	56.0
Teen Magazine	68.6	63.8	220.2	247.8
True Story A.	54.1	40.8	260.9	225.7
Vogue	254.5	207.2	1,436.6	1,283.2
W Magazine	90.5	97.6	626.0	610.1
Weight Watchers	32.5	30.8	172.4	180.9
Woman (10X)	35.0	47.5	149.9	176.1
Woman's Day (15X) A.	209.4	182.1	764.9	671.3
Workbasket	21.9	19.0	123.1	131.3
Working Mother	130.9	75.2	385.1	350.0
Working Woman	101.9	97.3	459.2	457.9
Total Group	**4,085.3**	**3,635.4**	**17,938.7**	**16,754.1**
% change	**12.4%**		**7.1%**	
■ Youth				
Boys' Life	15.5	12.8	99.1	83.5
Campus Life (10X)	23.4	29.0	214.0	219.3
Total Group	**38.9**	**41.8**	**313.1**	**302.8**
% change	**-7.1%**		**3.4%**	
■ Business/national				
Barron's	183.5	202.7	725.4	935.1
Black Enterprise	75.7	67.5	355.7	334.8
Business Month	30.9	35.8	185.6	145.7
Business Week (52X) A.	453.6	457.0	1,785.1	1,735.4
Entrepreneur	136.5	99.9	765.3	505.7
Financial World (26X)	62.6	64.8	296.2	282.0
Forbes (26X)	528.7	356.6	1,396.9	1,310.2
Fortune (26X)	227.7	168.2	1,216.3	1,149.5
Frequent Flyer	46.3	45.0	218.4	259.6
Futures	37.0	56.1	209.0	288.0
Inc. Magazine	102.6	115.6	470.2	420.3
Income Opportunities	72.8	93.8	344.3	396.7
Industry Week (23X) A.	108.3	92.1	433.9	386.0
Nation's Business (12X) A.	44.7	47.6	190.5	200.4
Venture	46.4	57.0	217.1	262.2
Total Group	**2,167.1**	**1,959.8**	**8,809.8**	**8,611.6**
% change	**10.6%**		**2.3%**	
■ Business/regional				
Advantage-Nashville's Bus. Mo.	76.0	132.0	358.0	377.0
Arizona Bus. Gazette (52X)	55.8	50.8	282.2	307.5
Baltimore Bus. Jrnl.	106.1	99.8	397.6	422.4
Boston Bus. Jrnl. (52X)	154.2	149.2	596.2	555.5
Bus. First of Buffalo	78.6	78.9	376.2	321.2
Bus. Jrnl.-Milwaukee	158.4	190.6	739.6	792.3
Bus. Jrnl.-Sacramento	84.8	73.7	395.1	392.4
Bus. North Carolina	49.8	49.7	197.3	177.5
Capital Dist. Bus. Review (52X)	75.0	72.4	340.0	317.7
Caribbean Business	155.7	161.4	584.1	569.0
Corporate Rpt. Minnesota	61.1	73.0	304.3	343.0
Crain's Chicago Bus. (52X)	177.4	185.0	692.7	733.0
Crain's Cleveland Bus. (52X)	108.1	95.9	388.5	337.7
Crain's Detroit Bus. (52X)	93.0	96.4	377.0	384.2
Crain's New York Bus. (52X)	70.0	68.0	278.0	258.0
Florida Trend (13X)	60.5	46.0	316.2	348.8
Georgia Trend	39.5	48.0	243.1	294.2
Grand Rapids Bus. Jrnl.	53.9	72.7	230.5	255.3
Hawaii Business	58.8	49.7	226.4	196.5
Houston Bus. Jrnl. (52X)	88.0	85.0	366.5	311.0
Indianapolis Bus. Jrnl. (52X)	162.9	183.4	748.3	694.6
Manhattan Inc.	59.7	64.3	222.2	266.2
New England Bus. (12X) A.	41.3	70.9	220.7	284.5
New Orleans City Bus.	42.4	45.4	203.4	246.0
Pacific Bus. News (52X)	109.4	104.7	503.7	539.2
Pittsburgh Bus. Times (52X)	39.6	7.8	228.4	217.2
Providence Bus. News	139.3	127.8	447.4	410.9
Regardie's/Washington Review Publication:	150.0	148.0	788.0	741.0
Broward Review	52.0	41.1	400.2	201.9
Miami Review	48.1	49.6	317.1	215.3
Palm Beach Review	45.8	51.8	321.3	209.0
St. Louis Bus. Jrnl. (52X)	104.1	138.7	534.6	571.8
Warfield Monthly Baltimore	92.0	71.7	340.9	333.6
Total Group	**2,891.2**	**2,983.4**	**12,965.7**	**12,595.4**
% change	**-3.1%**		**2.9%**	
■ National Sunday mags				
Parade (52X)	70.0	60.7	303.6	274.6
USA Weekend (52X)	44.5	36.9	256.2	246.0
Vista Magazine (52X)	22.1	20.4	102.6	79.2
Total Group	**136.7**	**117.9**	**662.4**	**599.8**
% change	**15.9%**		**10.4%**	
■ Newspaper Sunday magazine				
Boston Globe	195.0	195.0	1,246.0	1,265.0
Chicago Tribune	151.6	115.9	549.6	525.9
Cleveland Plain Dealer	79.1	86.2	331.4	340.0
Columbus Dispatch	—	29.8	122.9	139.4
The Dallas Morning News	65.2	70.5	336.8	349.7
Detroit Free Press	44.7	97.4	227.5	274.8
L.A. Times	79.8	68.5	488.4	372.0
Louisville Courier-Jrnl.	42.0	37.0	155.0	173.0
New York Times Mag.	292.7	341.1	1,622.7	1,672.6
Philadelphia Inquirer	94.1	100.3	455.0	430.0
Seattle Times	81.0	92.0	335.0	331.0
St. Louis Post Dispatch	80.6	84.9	416.0	366.1
Toledo Blade Magazine	30.2	41.3	163.0	170.6
Washington Post	160.7	200.4	693.4	621.2
Total Group	**1,396.7**	**1,560.3**	**7,142.7**	**7,031.3**
% change	**-10.5%**		**1.6%**	
■ Weeklies/bi-weeklies				
The Advocate (26X)	143.6	157.5	754.1	720.3
Army Times Military Group:				
Air Force Times (52X)	179.8	194.6	783.8	799.4
Army Times (52X)	173.4	195.0	756.5	771.6
Navy Times (52X)	199.1	216.1	866.4	888.2
Capper's (26X)	21.0	17.7	174.7	120.6
Commonweal (22X)	8.9	16.2	45.1	55.6
Golf World (40X)	127.7	76.5	618.1	549.8
Grit (52X) A.	26.5	25.1	180.0	149.8
National Journal (50X)	53.0	81.8	315.1	340.5
National Review (25X)	29.5	38.5	125.1	186.1
New Republic (48X)	59.7	42.6	223.3	192.0
New York Magazine (50X)	328.1	311.1	1,183.2	1,261.4
New Yorker	200.0	208.4	857.9	950.1
Newsweek (52X) A.	289.0	265.3	1,027.4	1,007.6
People (51X)	470.4	402.8	1,587.4	1,446.0
Rolling Stone (25X)	177.9	160.8	764.7	703.2
Sporting News (52X)	52.5	53.4	249.4	252.1
Sports Illustrated (52X) A.	301.7	297.8	1,276.8	1,239.1
Time (52X) A.	318.5	249.6	1,150.8	1,023.5
TV Guide (52X) A.	255.4	261.3	1,463.0	1,580.7
US Magazine (26X)	95.7	74.4	303.5	255.6
U.S. News & World Report (50X) A.	195.9	181.0	796.7	748.7
Total Group	**3,707.2**	**3,527.6**	**15,504.1**	**15,292.8**
% change	**5.1%**		**1.4%**	

NOTES: (X) represents the number of times published each year; publications are monthly unless otherwise specified. A. Sectional linage included but prorated to circulation of regional editions. B. Sectional linage included but not prorated to circulation of regional editions. C. Combined unduplicated regional ads. All figures represented in this table are supplied by the magazines. Ad Age makes no attempt to verify them and therefore is not responsible for inconsistencies or errors. Compiled by Kathy Welytok.

MediaWorks

LAUNCHING PAD

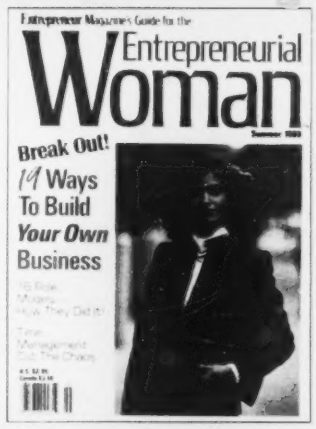
New publication launches.

'Business Travel Management'

Coastal Communications Corp. will introduce, with a September issue, *Business Travel Management*, a monthly "news analysis" magazine targeted for executives in the business travel industry. Controlled circulation is set at 40,000. A b&w page is $4,370, and a color page is $5,895. Harvey Grotsky is publisher, and Michael Billig is editor. Offices are at 488 Madison Ave., New York 10022. Phone: (212) 888-1500.

'Entrepreneurial Woman'

The Entrepreneur Group, publisher of *Entrepreneur*, will introduce *Entrepreneurial Woman* with a summer preview issue. The every-other-monthly, aimed at women business owners, starts regular publication with a February-March 1990 issue. Initial rate base is 200,000. A b&w page is $5,000, and a color page is $6,000. Clare Thain is publisher and Rieva Lesonsky is editor. Offices are at 2392 Morse Ave., Irvine, Calif. 92714. Phone: (714) 261-2325.



'Salon Biz'

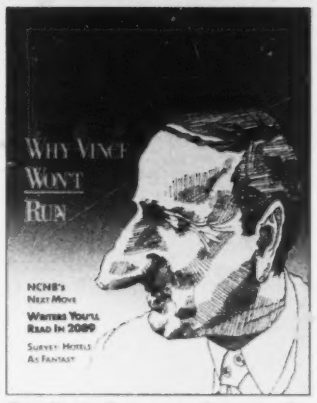
Canon Communications introduced *Salon Biz*, a trade magazine for hair salon owners, with a May issue. The tabloid-size monthly has a controlled circulation of 47,000. A b&w page is $5,900, and a color page is $6,975. Clay Camburn and Evangeline Shears are co-publishers; W. Denis Hand is editor. Offices are at 2416 Wilshire Blvd., Santa Monica, Calif. 90403. Phone: (213) 829-0315.#

PUBLISH-INC.

A look at editorial and business-side developments in print media.

"Southern" points in new direction. Southern Progress Corp.'s *Southern* changes its name to *Southpoint, the Metropolitan Monthly* with its October issue and gets a face-lift and new editorial slant. Where *Southern* was a cultural and literary magazine, the new *Southpoint* will be "journalistically driven" with a focus on business, law, politics and religion, a spokeswoman said. The rate base will dip 10% to 250,000 with the change. Page rates remain at $7,580 for a b&w page and $10,250 for a color page. Atlanta-based Copeland Design is in charge of developing the new look. Southern Progress, Birmingham, Ala., bought the monthly in March from Stephens Inc., Little Rock, Ark.

Chevy sole "Sesame Street" sponsor. Chevrolet will become the first advertiser to fully sponsor a themed issue of *Sesame Street* this summer. The automaker's 1990 Lumina is the sole sponsor of "Family Traditions," a 30-page supplement to be mailed to *Sesame Street's* 1.2 million subscribers with the magazine's July/August issue. The supplement, which will carry eight pages of Lumina ads, focuses on traditional family values.



Southern Progress Corp. in October restages *Southern* magazine as *Southpoint*.

Tennis, anyone? *Tennis*, Trumbull, Conn., will replace *World Tennis* as the official publication of the U.S. Tennis Association as of February. As part of the five-year deal, the New York Times Co. monthly will be distributed to the association's 350,000 members along with a new members-only magazine, *Tennis USTA*, which *Tennis* will publish on a monthly basis. A *Tennis* spokesman said the magazine's rate base is expected to rise 42.9% to 750,000 in February, and ad rates will rise proportionally.

On target. Starting with its June issue, *InfoWorld*, Menlo Park, Calif., began a new service for its advertisers that targets ads based on reader buying habits. For example, an ad can target Apple Macintosh computer users in the Midwest, a spokesman said. The magazine makes the targeted insertions based on information contained in its subscriber profiles.

Creative Ideas for Living, New York, launching a similar service with its July/August issue, will target ads based on demographic information.

Rates for the targeted ads are based on circulation figures, the magazines said.#

Written by Scott Donaton.

NEWSSTAND

Print advertising opportunities.

Architectural Digest, New York, "Homes and/or ateliers of the world's top fashion designers" special editorial issue, September issue; ad close: June 20. B&w page: $21,750; color page: $30,200.

Woman, New York, "Wardrobe strategies: Dressing from head to toe" special editorial feature, September issue; ad close: June 20. B&w page: $6,010; color page: $7,990.

Working Woman, New York, "Fall fashion portfolio" special editorial section, September issue; ad close: June 20. B&w page: $22,200; color page: $30,450.

Gourmet, New York, "Fall catalog collection" special advertising section, September issue; ad close: June 21. B&w one-ninth page: $1,850.

Golf Digest, Trumbull, Conn., "Places to meet" special advertising section, September issue; ad close: June 23. B&w or color page: $26,240.

Long Island Monthly, Manhasset, N.Y., "South Shore dining guide" special advertising section, August issue; ad close: June 23. B&w ¼-page: $574.

Men's Health, Emmaus, Pa., "101 1-minute health tips" special editorial feature, fall issue; ad close: June 23. B&w page: $3,585; color page: $5,040.

Woman magazine offers its readers "wardrobe strategies" in a special editorial section in its September issue. Ad close: June 20.

Pacific Northwest, Seattle, "Travel" special editorial issue, August issue; ad close: June 23. B&w page: $3,565; color page: $4,540.

Tennis, Trumbull, Conn., "Great getaways East," "Great getaways West" special regional advertising sections, September issue; ad close: June 23. B&w page: $10,470; color page: $15,700.

Home Mechanix, New York, "Home security" special editorial section, August issue; ad close: June 25. B&w page: $21,460; color page: $30,435.

Domain, Austin, Texas, "The gallery" special advertising section, September/October issue; ad close: June 26. Color ½-page: $2,895; color page: $5,220.

Forbes, New York, "Franchising fervor heats up" special advertising supplement, Aug. 21 issue; ad close: June 26. B&w page: $32,930; color page: $50,060.

Fortune, New York, "Supporting the dream: A celebration of corporate sponsorship of the U.S. Olympic Committee" special advertising section, Aug. 14 issue; ad close: June 26. B&w page: $36,230; color page: $55,440.

The New Yorker, New York, "*The New Yorker* travel notebook" special advertising section, Aug. 28 issue; ad close: June 26. Color page: $22,900.

Smart, New York, "Fall fashion for men" special editorial feature, September/October issue; ad close: June 26. B&w page: $6,825; color page: $8,425.

Time, New York, "Winter health" special advertising section, Sept. 18 issue; ad close: June 26. B&w page: $51,940; color page: $81,020.#

TRACKING SHARES

Oscar still reigns over award shows

A ratings and demographic analysis of TV programs.

Each year, hundreds of statuettes are passed out on TV awards shows, including Oscars, Emmys, Grammys and Tonys. Despite their number, the awards shows continue to prove they're arguably the best publicity tools ever invented for various entertainment industries, even if they tend to attract an older, predominantly female audience.

This week, "Tracking Shares" compares the performance of some of the major televised awards events. And the winner is . . .

"The Academy Awards" (ABC). The granddaddy of all awards programs, Oscar is 61 years old and still going strong. More than 42 million U.S. viewers tuned in the glitz and glamor this year, making the Academy Awards telecast the most watched awards show of the season. In fact, it's been the highest-rated awards show for at least the past five years. Its latest telecast, last March 29, earned a five-year-high 29.8 Nielsen rating.

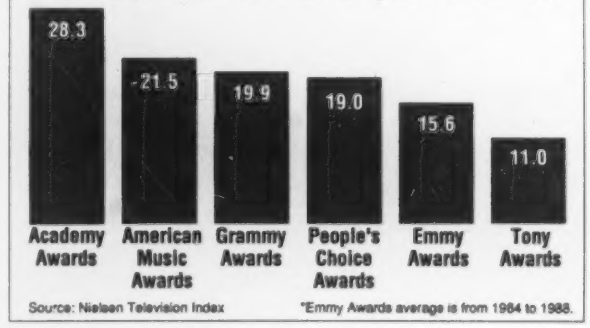
Ratings—(five-year average for 1985-1989) 28.3.

Demographics—(five-year average) Women (18-34) 20.2; (18-49) 22.3; (25-54) 24.7. Men (18-34) 12.3; (18-49) 13.8; (25-54) 15.8.

"American Music Awards" (ABC). Once considered the "little sister" to the music industry's Grammy Awards, the American Music Awards have scored higher ratings than the Grammys in four of the last five years. This year, it was the second-most-watched awards program, attracting more than 32 million viewers.

Ratings—(five-year average) 21.5.

Demographics—(five-year average) Women (18-34) 22.7; (18-49) 20.5; (25-54) 19.9. Men (18-34) 13.9; (18-49) 13.8; (25-54) 13.8.


AWARD SHOW PERFORMANCE
The Academy Awards has been the most popular award show among TV viewers in the past five years. Shown below is the average national household rating from 1985 to 1989.*
28.3
21.5
19.9
19.0
15.6
11.0
Academy Awards
American Music Awards
Grammy Awards
People's Choice Awards
Emmy Awards
Tony Awards
Source: Nielsen Television Index
*Emmy Awards average is from 1984 to 1988.

Holly Seguine

"Grammy Awards" (CBS). The Grammys have been on a roller coaster ride, with ratings dropping off steadily from 23.8 in 1985 to 18.3 in 1987, jumping up to 21.1 in 1988 and then dipping to a five-year low 16.0 when it aired on Feb. 22 this year. The show seems to be losing out to the "American Music Awards," which usually airs a month earlier and tends to draw a younger audience.

Ratings—(five-year average) 19.9.

Demographics—(five-year average) Women (18-34) 18.5; (18-49) 17.6; (25-54) 17.3. Men (18-34) 12.6; (18-49) 12.7; (25-54) 12.8.

"People's Choice Awards" (CBS). This 15-year-old show gives awards to the best in movies, music and TV based on Gallup poll results. It's been fairly consistent in the ratings but isn't likely to ever displace the Oscars as the premier awards show.

Ratings—(five-year average) 19.0.

Demographics—(five-year average) Women (18-34) 11.7; (18-49) 12.6; (25-54) 13.7. Men (18-34) 7.6; (18-49) 7.8; (25-54) 8.3.

"Emmy Awards" (Fox Broadcasting Co.). Fox outbid the Big 3 networks for rights to telecast the Emmys in 1987 and used the fairly popular special to help hype the fourth network's launch. The ratings, as expected, nose-dived on the fledgling Fox network, dropping to an 8.8 rating from 1986's 23.1. With the growth of Fox, the Emmy Awards jumped up to a 10.4 rating last year and it could rebound more this fall. Then it's up to the Academy of Television Arts & Sciences to sign a new TV contract and decide who gets rights for the show in 1990.

Ratings—(five-year average 1984-88) 15.6.

Demographics—(five-year average) Women (18-34) 11.7; (18-49) 12.4; (25-54) 13.7. Men (18-34) 7.6; (18-49) 8.6; (25-54) 9.5.

"Tony Awards" (CBS). Maybe the Tonys are too regional. Maybe some of the stars from Broadway are unknown to the general public. Maybe people are doing something else besides watching TV when this show airs in June. Whatever the reason, the ratings continue to sink and skew older than any other awards show.

Ratings—(five-year average) 11.0.

Demographics—(two-year average of 1988-89) Women (18-34) 2.9; (18-49) 3.9; (25-54) 4.9. Men (18-34) 1.9; (18-49) 2.6; (25-54) 3.3.#

Written by Scott Donaton and Wayne Walley.

Time Inc. partners see turmoil ahead

(Continued from Page 3)

Elle in Japan, along with its wholly owned Asian magazines, *Asiaweek* and *Yazhou Zhoukan*.

The company also owns 50% of Whittle Communications, which publishes special-interest titles and is launching a controversial new TV program for schools.

Yet, Time Inc.'s pace could be considerably cooled by any new ownership arrangement that involves a high debt load and the inevitable cost-cutting.

The original planned merger of Time Inc. and Warner Communications was a debt-free, stock swap plan that would have created a company ready to do start-ups and acquisitions.

But the new plan to save the deal, announced Friday, has Time Inc. making a cash tender offer for 100 million shares of Warner at $70 a share. And like Paramount's $10.7 billion bid, the new Time Inc. plan could result in large-scale debt that media bankers say might limit growth options.

Time and Warner also completed their previously arranged minority share swap lockup on Friday, and Paramount issued a statement blasting the actions, saying they would be set aside by the Delaware courts.

Time Inc.'s own hand-picked entrepreneurs fear that such debt will cause a financial burden on Time that will put magazine development on the back burner.

"This situation will just drain the company," said Eric Schrier, cofounder and editor in chief at *Hippocrates*, a health magazine that's 50% owned by Time Inc., referring to Paramount's intervention. "Right now, there is lots of money being spent on lawyers, accountants and bankers. We could think of 1,000 ways to spend better on magazine development.

"Our deal is with Time Inc., and its philosophy has been to take good people and ideas and turn them into money," Mr. Schrier said. "We are in magazines for the long haul. Any change in that is not what we signed up for and not welcomed."

"Highly leveraged deals lead to disrupting what you are buying," said William Whetzel, media investment banker for C.J. Lawrence, Morgan Grenfell Inc. "Spinning off properties is part of the financial deal."

Southern Progress Corp., Time Inc.'s Birmingham, Ala.-based subsidiary, operates largely autonomously and approves most acquisitions and large capital outlays through the Time Inc. board.

A recent example was Southern Progress' purchase of a majority interest in *Southern*, being renamed *Southpoint, the Metropolitan Monthly* with the October issue *(see item on Page 58)*.

Southern Progress, which has annual revenues exceeding $200 million, launched *Cooking Light* in 1987; acquired *Southern Travel* in 1988, renaming it *Travel South*; and will increase the frequency of its home magazine, *Southern Accents*, from every other month to 10 times a year in 1990.

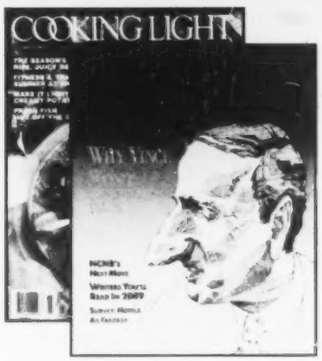
"Concern is too strong a word, but we are aware of the various scenarios and what could happen with Time Inc.," said Don Logan, president-ceo of Southern Progress.

"We think of ourselves as pretty self-contained. And we have enough pieces in place now that we can maintain substantial growth regardless of what happens," he said.

Time Inc. formed its bond with Ms. Wolaner's *Parenting* in 1986, its first joint venture U.S. magazine start-up. Time Inc. has increased its stake to 71% as of last year and has the right to buy 100% of *Parenting* during a first-option period between July 1 and Dec. 31, 1989.

Ms. Wolaner said she also is scouting for new acquisitions or start-ups in which she will be a partner with Time Inc.

"When the [initial] Warner-Time merger was announced, Reg [Brack, Time Inc. Magazine Co. president-ceo] called," she said. "He was upbeat about the future and about future developments. But now all the scenarios lead to debt. And a company in that position can't be productive. It will be a burden. Any debt-ridden company isn't thinking long-term development; they will have to think short term. The next couple months will be turmoil."#

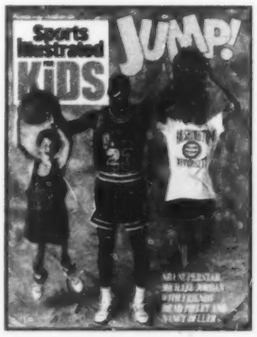


HOW TIME INC.'S MAGAZINE EMPIRE IS GROWING

Before Paramount's hostile takeover bid, Time Inc. had been expanding into special-interest magazines through one subsidiary, several joint ventures and a few spinoffs.

Subsidiary:
Southern Progress Corp.
Recent launches, acquisitions: *Cooking Light, Travel South* (formerly *Southern Travel*), *Southpoint, the Metropolitan Monthly* (formerly *Southern*).

Joint ventures (Time Inc. stake)
Working Woman, Working Mother (50%)
Parenting (71%)
Hippocrates (50%)
Fortune France, Fortune Italia (50%); *Fortune* in Spanish, German and Chinese in development.
Emerge (19%)—launch date: Sept. 1989.
Whittle Communications (50%)
Time-Hachette, Japan, K.K. (50%), *Elle Japon*—launch Sept. 1989.



New offshoots, spinoffs:
Sports Illustrated for Kids—launched Jan. 1989.
Entertainment Weekly—possible launch in 1990.
In development, several spinoffs from *People*, one based on crime stories, and a spinoff from *Sports Illustrated* based on golf and travel.

Upfront

(Continued from Page 1)

have locked up four-year auto exclusivity for the CBS Major League Baseball package *(see story on Page 1)*.

"Monday Night Football," recently a losing proposition for ABC, is now one of the network's hottest properties. The network is commanding an estimated $275,000 for a 30-second spot in its more popular matchups.

Sources say the Super Bowl, airing on CBS in January, is already at least 60% sold out with upfront prices reaching $700,000 for a :30.

"Sports are a disaster" in the automotive category, said Louis Schultz, exec VP-director of media services at Lintas:USA, New York. "You can't buy anything. The whole market has been sold. If sports are all gone and you want to talk to car buyers, where do you go? Prime time."

Some automakers also are looking to network news as an alternative and may even consider daytime, helping to drive upfront sales in these dayparts. The automakers are expected to spend a combined $600 million in prime time, a 20% increase over last year (AA, June 12).

It's uncertain how much Hollywood studios will spend. But they're traditionally among the first to buy prime time because they need to lock up Wednesday and Thursday night time periods.

The upfront market for network news was nearly finished last week as the Big 3 wrapped up an estimated $380 million in sales.

Agency sources said cost-per-thousand increases for news ranged from 5% to 12% above last year.

News usually breaks after prime time, but agency executives said advertisers wanted to take care of the more predictable news daypart first this year.

"News is an attractive commodity. It's stable, reliable and there's no problem with program associations," said Michael Drexler, exec VP-media at Bozell.

Advertisers are also looking at specific opportunities on individual cable networks, CAB's Mr. Alter said. "They want to get in before things like billboards and added-value programs are snapped up."

Lintas' Mr. Schultz said his agency will increase cable buys for the upcoming season "a ton. We're putting a lot of money in because strategically we believe in cable."

Cable ad sales during the first quarter of 1989 were up 40.5% and will likely keep up the same pace for the second quarter. If sales maintain that pace, Mr. Alter said, cable networks ad revenue for 1989 could reach $1.5 billion, 15.3% more than the CAB's original projection.

"More agencies are using cable this year than last year, and my sense is that advertisers and agencies have already set aside money for cable" for future buys, said Farrell Reynolds, president of Turner Broadcasting Sales. "That compels us to do more upfront."

Barter syndicators are also reporting good business during the upfront selling season and expect to do some $700 million, though advertiser interest in syndicated daytime fare has been described as sluggish.

For at least the next week, however, most attention will be focused on network prime time. Some people had even expected the prime-time market to move before now.

After two years of upfront sales interruptions—the Writers Guild of America strike in 1988 and the introduction of people meters in 1987—some agencies were ready to make deals as early as May.

Sources said both Leo Burnett USA, Chicago, and Young & Rubicam, New York, wanted to give the networks a total ad budget, using set price increases last month and then later determining which programs to place spots in.

But the networks, some of which underestimated upfront demand last year, decided to wait and get a better fix on the market before setting prices or making any deals.

Larry Hoffner, NBC senior VP-sales, said the top-rated network was "a trifle behind in the upfront" but expected to catch up quickly.

Media buyers, who expected a quick and orderly upfront market, aren't so sure now about what will happen.

"If the networks come out high and agencies leap, we're in for a real stampede on price increases. If you're a big-time player, the worst thing you can do is wait," said one agency executive who asked not to be identified.

Another agency executive, who also asked to remain anonymous, expected the upfront to go fast "if the networks recognize the vast majority of business is flat to a couple of percentage points up and are reasonable in pricing. If they are absurd in opening submissions, it could be a long summer."#

Judith Graham in New York contributed to this story.

Gerber readies baby formula

By PATRICIA STRNAD

Gerber Products Co. will introduce its new Gerber Baby Formula with ads telling mothers that breast-feeding is best.

But that might not placate the medical community, upset by the company's decision to advertise directly to consumers. That bypasses the traditional method of targeting pediatricians, who then recommend formulas to mothers based on their babies' needs.

Gerber last week said it will enter the market in a cooperative arrangement with Bristol-Myers Co., which will manufacture the milk-based infant formula.

Starting in September, Gerber plans to support the launch with a multimillion-dollar TV, magazine and direct-mail campaign that says its new product is the best option for mothers who choose not to breast-feed.

"Even though they've indicated that they will be promoting breast-feeding, they are actually promoting a formula," said Dr. James Strain, executive director of the American Academy of Pediatrics. "We feel it has the potential of interfering with the mother's decision whether to breast-feed—the ideal way of feeding babies."

The AAP also was angered by Carnation Co.'s decision to market directly to consumers when it entered the infant formula market last year. Carnation eventually pulled its consumer advertising for infant formula under pressure from the AAP and the U.S. Food & Drug Administration, but it still advertises formula for older babies directly to consumers.

Abbott Laboratories is the leader in the $1.6 billion infant formula market with an estimated 54% share. B-M's Mead Johnson Nutritional Group has about 38% of the market. Carnation has about 1% of the market.

Gerber agency J. Walter Thompson USA, Chicago, is handling the baby formula.#

By Bob Garfield

Ad Review

Texaco star shines in Hope-less effort

(Rating: ★ ★ ★ ½)

Thank you, ladies and gentlemen. I'm not saying Bob Hope and Texaco have a relationship, but the man eats salads with Havoline and vinegar.

Bob "That Better Be a Certified Check" Hope did Texaco commercials so long, he's under posthypnotic suggestion; every time he hears a bell ring, he runs out to wash a windshield. The other day he saw a security camera at the self-serve pump, so he filled up with unleaded and did five 30-second spots.

But seriously, Bob trusted his car to the man who wears a star, and Sammy Davis Jr wrapped it around a tree (rimshot).

It's over. After 15 years, Bob Hope is no longer fronting for Texaco. Gone, too, is the jingle, circa 1961: "You can trust your car to " Indeed, the new campaign from Campbell-Mithun-Esty, New York, invokes none of the imagery so painstakingly cultivated over three decades.

No Old Ski-Jump Nose. No grinning, saluting pump jockeys with pressed uniforms and pristine hands. Apart from a 2-second slide of the big, bright Texaco star, one of the most enduring traditions in advertising history has ceased to be.

Thank goodness.

The erstwhile leading brand has weathered industry unheaval, litigation-spawned bankruptcy and retrenchment—winding up lean, mean and in sixth place. Through all, the marketing message must have seemed the sole bastion of stability, but in actuality it was calcified, irrelevant and invisible. Texaco continuously pumped out the worst TV commercials in a category where advertising mediocrity was an achievement.

Bob Hope, legend that he is, is hardly a baby-boom icon. And the notion of a personal relationship with your neighborhood station owner has traveled, like Dorothy Lamour and free oil checks, the Road to Oblivion.

Luckily, CME has gotten the lead out.

Its work introducing Texaco System 3 gasoline may well be the most attractive, intrusive, persuasive, inventive and cohesive campaign the oil industry has ever seen.

There are eight 30-second spots, including two hyperbolic and funny teasers, a general introduction and five successive amplifications of the principal claim.

They're all good—except for the introductory spot, which is a masterpiece.

It's two, two, two ads in one when Campbell-Mithun-Esty introduces Texaco's System 3 gasoline. Good riddance, Bob Hope.

The commercial opens with a 45-degree overhead shot of a giant print ad. The headline reads "5 TANKS IS ALL WE ASK," beneath which are small subheads reading "TANK 1," "TANK 2," etc. The copy isn't legible, but it's instantly apparent that the type under each subhead describes what happens, with each successive tankful, to enhance automotive performance.

The eye follows to a boldface logotype and slogan: "System 3. It's that good." Thus, in a flash, the viewer absorbs a) a humble-yet-confident solicitation of business, b) the suggestion of a documented technological breakthrough and c) a disarmingly modest and uncommonly potent efficacy claim.

And there are still 29 seconds to go.

Onto the surface of this giant ad ambles the unassuming and anonymous presenter.

"Today," he says, peering at the distant camera, "there's a gasoline that offers what no other gasoline ever has before. It's new System 3 gasoline from Texaco. With continued use, it can keep new cars running like new and actually help restore performance to older cars. System 3 gives you more power from every octane."

By now he has strolled to the logo, where the word "System" suddenly rears into italic—to the sound of an accelerating car—and zooms across the screen, causing the rest of the ad type to explode in our face. Our friend whistles in awe, the snappy calliopelike musical theme kicks in, and the only words remaining on an all-white surface are: "It's that good."

So is the commercial. Rich Karnbach was the art director, Mark Story was the director and magnificent were the results: proof that hard sell and marketing research can co-exist, and thrive, with bold art direction and softpeddle presentation.

In subsequent spots, running in five successive weeks, the performance claims are illustrated with similarly striking images in spare and sometimes whimsical settings. The anti-everything pressure groups will probably bristle at pictures of System 3-juiced cars zooming out of control, but the nervy simplicity of it all is inspired.

Just as inspired, by the way, are the marketing underpinnings of the work. Texaco—and writers Dick Johnson and Bob Joseph—realized consumers are resentful of oil companies, inured to bogus image advertising and skeptical about "miracle" additives that you get only with expensive premium gas.

Oil is, after all, a commodity, and the value added through refining and formulating has always been a matter of faith—a commodity of which oil companies command an ever-dwindling reserve.

By introducing System 3 across all octane grades, and asserting drivers will notice the performance difference in a mere five fill-ups, the marketers disabuse suspicions of ad puffery even as they will surely stimulate unprecedented consumer trial.

The thing is, the stuff better work. They say nothing kills a bad product faster than good advertising. If System 3 performs like old system one, Texaco had best bring Bob Hope back to sell nostalgia instead of technology. Maybe a new theme, too: "Five Tanks for the Memories."#

The rating system uses four stars to represent excellent, three for notable, two for mediocre and one for pathetic.

IPG

(Continued from Page 3)

Howard-Spink & Bell at about $60 million.

Mr. Geier said he had no plans to increase Interpublic's ownership in Lowe Howard-Spink & Bell. "The way it's set up is fine," he said.

As a British public company, Lowe can make small European acquisitions more easily than Interpublic can, Mr. Geier said.

Interpublic benefits from the transaction by being able to consolidate more of Lowe Howard-Spink & Bell's strong growth and earnings into its own financial reports.

Lowe and Interpublic have been working together for more than five years, during which time Lowe's billings have grown from $50 million to about $1.4 billion.

The two share multinational clients, including General Motors Corp. and Nestle.

The acquisition of Lowe Marschalk, which has U.S. billings of $304 million, gives Lowe Howard-Spink & Bell a strong U.S. base and brings additional Coca-Cola Co. business. Lowe Howard-Spink & Bell handles that company's Minute Maid brand in Belgium and Sprite in the Netherlands.

Some senior Interpublic executives balked at the notion of giving up control of a Coca-Cola agency, but Mr. Geier said Interpublic will continue to be involved in Lowe Marschalk's Coca-Cola account.

Interpublic maintains some financial control over Lowe Howard-Spink & Bell as well, both as its largest shareholder and with Interpublic Chief Financial Officer Eugene Beard sitting on Lowe's board.

Lowe Howard-Spink & Bell will be woven into Interpublic's evolving European media-buying plans. The agency already is involved in joint buying operations with McCann in Belgium and West Germany.

As 1992 approaches, Interpublic can use Lowe Howard-Spink & Bell's billings to increase its clout in Europe, where Saatchi & Saatchi Co. and WPP Group's Media Partnership with Omnicom Group have become more formidable competitors.

In the U.S., Lowe Marschalk CEO-Creative Director Andrew Langer said his staff applauded the transaction.

"The thing that's great for us is we are now defined," he said.

Mr. Langer, 46, was named a director of Lowe International, a subsidiary of Lowe Howard-Spink & Bell. Richard Villante, 49, was promoted to president of Lowe Marschalk's New York office from exec VP-managing director.

In addition to Lowe Marschalk, Lowe Howard-Spink & Bell also owns Laurence, Charles, Free & Lawson and a minority interest in Lowe Tucker Metcalf.#

Berry

(Continued from Page 4)

what the company's wanting to do is move on. There's a gracious, graceful, proper way to do that, but Norman didn't want to let go, and all of us at some point have to recognize that."

Mr. Lesser and Mr. Berry categorically denied that Mr. Berry's departure is related to WPP's buyout of Ogilvy, since the moves were first discussed late last year. But Mr. Lesser acknowledged Mr. Berry's leaving could have come at a better time.

"I think the timing sucks," he said. "We don't need cataclysmic change right now. What we really need is a chance to settle in. But the agency has enormous strengths within it, and one of the things I've discovered in four or five weeks here is that Ogilvy is all right; there's no fundamental sickness or weakness."

Mr. Berry, a U.K. native, joined the agency in 1971, when his London agency, Davidson, Pearce, Berry & Spottiswood, was sold to O&M. He moved to O&M in New York as a creative director in 1979, became head of the creative department later that year and was named worldwide creative director in 1983.#

Time Inc. pages prosper

(Continued from Page 6)

magazines reached an even higher pitch with the recent launch of *Mirabella*. Competitor *Elle* has lost its double-digit growth rate of recent years, turning in for the first five months a total of 922 ad pages, a 3.9% increase from last year. Category leader *Vogue* advanced its position with 1,360 ad pages, up 5.4%. *Harper's Bazaar* was flat with 573 ad pages, only a 0.6% gain.

Among women's service magazines—the Seven Sisters—the winners so far this year are *Family Circle* and *Woman's Day*, though the entire category is showing surprising strength after a dismal 1988.

Through May, *Family Circle* had 809 ad pages, a 17.2% increase, while *Woman's Day* had 778 pages, a 14.6% increase. Other strong performances were from *McCall's*, with 468 ad pages, a 22.5% increase, and *Ladies' Home Journal*, with 653 ad pages, up 24.8%.

Some notable smaller women's lifestyle magazines with large gains in ad pages include *Lear's*, with 276 ad pages, up 125.5%, and *Victoria*, with 105 ad pages, up 99.8%. The not yet 2-year-old movie magazine *Premiere* was up 51% to 292 ad pages.

Despite a herd of newcomers, travel magazines continue to grow through 1989, indicating they're not stealing pages from one another. *Travel & Leisure* through May had 674 ad pages, a 14.4% increase from 1988. Closest rival *Conde Nast Traveler* saw ad pages rise 56.4% to 390. *Endless Vacation* totaled 181 ad pages for the period, a 30.5% increase, while *Travel/Holiday* had 213 ad pages, up 9.1%. *National Geographic Traveler* posted a 156% increase to 103 ad pages.#

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